

DDA Registry  
81-1163/1

10 JUN 1981

Dun's Marketing Services  
Three Skyline Place  
5201 Leesburg Pike  
Suite 501  
Falls Church, Virginia 22041

Attn: Lindsay Shepherd  
Account Executive

DDA REGISTRY

FILE: 04M-2-2

Dear Mrs. Shepherd:

Thank you for your 28 May 1981 letter detailing the capabilities of your company.

Enclosed you will find Standard Form 129, Bidder's Mailing List Application. Please complete this form and return it to:

Procurement Management Staff  
Office of Logistics  
Central Intelligence Agency  
Washington, D.C. 20505

Upon receipt of the completed form, we will forward such information to those Agency components most likely to have an interest in the services provided by your company. If an interest does exist you will be contacted directly; otherwise, we will retain the information for future reference.

Again, thank you for your interest in being of service to the Central Intelligence Agency.

Sincerely,

[Redacted Signature]

Chief  
Procurement Management Staff  
Office of Logistics


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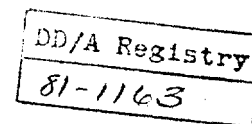
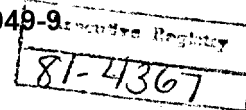
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# Dun's Marketing Services

 a company of  
The Dun & Bradstreet Corporation

Rec'd 6/1/81

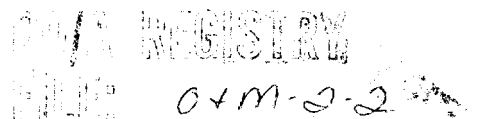


81-1163

Three Skyline Place, 5201 Leesburg Pike, Suite 501, Falls Church, VA 22041  
703-820-4500

28 May 1981

William J. Casey  
Director  
Central Intelligence Agency  
Washington, D.C. 20505



Dear Mr. Casey:

The purpose of this letter is twofold: first, to acquaint you with some of the extraordinary capabilities of Dun & Bradstreet in the areas of data maintenance, collection and research; and, secondly, to request a meeting with you and your colleagues within C.I.A.

The Federal Operation of Dun's Marketing Services has been a major information resource to the Government for the last ten years. Its account representatives are intimately familiar with the informational requirements of the various departments, agencies and commissions of the Government.

Technical support to all Government projects is provided in the areas of systems engineering, information sciences, project management, computer programming, data base development and custom research.

A major resource of DMS's Federal Operations is the computerized data base which contains over 75,000,000 facts which provide demographic knowledge and classification for over 5,000,000 individual business establishments in the United States covering SIC's 0111 through 9131.

DMS recognizes the problems the Government faces in getting data at the establishment level. We do therefore provide such specific information in the following formats: basic mailing labels, 3 x 5 cards (attachment A) and computer tapes of commercial and industrial businesses.

On a custom basis, we can also provide the following:

- o Statistical profiles of U.S. business on all levels of aggregation
- o Research samples of industry

- o Basic research by mail, phone or personal interview
- o Questionnaire design
- o Data editing and conversion to computerized data base format
- o Merging government data with Dun & Bradstreet data

Also, DMS, through its information gathering and data base building capabilities, maintains many custom data bases. Information on companies not available from standard D & B information files is incorporated from outside sources and include data bases of Government contracts, U.S. businesses with a million dollars of networth, companies which work in the metal-processing area of the economy, plus special data bases that track business sales and employment over time showing business trend information, migration patterns and consumption data.

Using the Data Universal Numbering System (D-U-N-S), which permanently identifies all records in the commercial and industrial file, DMS has provided the Government with complex company relationships showing parents and subsidiaries as well as headquarters and branches for individual firms.

The employment file has been aggregated to a national sectorial and regional level. The D & B file has been compared to the other sources such as Bureau of Labor Statistics, and in general, our employment figures are 5-50% higher. This is due in part to the fact that our coverage includes 0+ employment, whereas BLS for example, excludes companies with fewer than one employee. Dun & Bradstreet employment totals do not reflect Government sources. Rather, data collection at the establishment level is done as a matter of course in our reporting procedure.

Our files also cover every company regardless of type of equity. In general, 40% of the total file is turned over biannually, 60% yearly. However, transactions are taking place on a 24-hour basis year round.

Typically, a reporter speaks directly with the treasurer, comptroller or C.E.O. at both branch-level and headquarters-level establishments. Questions, such as what product line constitutes the majority of your gross annual sales and employment, result in SIC assignment (both primary and secondary). Ratios are then drawn from sample models of companies in like businesses and are compared, thus contributing to further quality control. Employment totals are requested at the corporate and branch levels for added accuracy. The data can be traced historically back through the years to 1968; acquisition can be made on a custom basis.

In summary, Dun & Bradstreet can offer the C.I.A. an extraordinary range of accurate industrial, commercial and residential intelligence. I feel confident that we can assist you and most successfully meet your 1981-82 goals. Please do not hesitate to call me should you have any questions.

Again, thank you for your interest in Dun & Bradstreet and I look forward to meeting you in the near future.

Sincerely,

A handwritten signature in cursive script that reads "Lindsay Shepherd".

Lindsay Shepherd  
Account Executive

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Approved For Release 2003/08/13 : CIA-RDP84B00890R000500030049-9

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